

## **Example of a Council Motion supporting Fairtrade**

### Why

[Name of council], as an important consumer and opinion leader, should research, develop, and support a strategy to facilitate the promotion and purchase of foods with the FAIRTRADE Mark as part of its commitment to [document/advise paper] and in pursuit of sustainable development and to give marginalised producers a fair deal.

### Aim

To be recognised by the residents and business community of [name of city/town], suppliers, employees and other local authorities, as a city/town that actively supports and promotes Fairtrade and to increase the sale of products with the FAIRTRADE Mark.

[name of council] resolves to contribute to the campaign to increase sales of products with the FAIRTRADE Mark by striving to achieve Fairtrade status for [name of council] as detailed Fairtrade Foundation's Fairtrade Towns Initiative.

The initiative involves a commitment to:

- Widely offer FAIRTRADE Marked food and drink options internally and make them available for internal meetings
- Promote the FAIRTRADE Mark using Fairtrade Foundation materials in refreshment areas and promoting the Fairtrade Towns initiative in internal and communications and external newsletters
- Use influence to urge local retailers to provide Fairtrade options for residents
- Use influence to urge local business to offer Fairtrade options to their staff and promote the FAIRTRADE Mark internally
- Engage in a media campaign to publicise the Fairtrade Towns initiative
- Allocate responsibility for progression of the Fairtrade Town initiative to a member or group of staff
- Organise events and publicity during national Fairtrade Fortnight - the annual national campaign to promote sales of products with the FAIRTRADE Mark.